

ABSTRACT OF THE DISCLOSURE

Disclosed is a method for enabling users to pit a product against another product or products in a bet. In this method, the terms and rules of a bet contract are created that define a contest between two or more products. The bet contract also spells out terms for risking money on the outcome of the contest. Users may risk money that a product will be shown to be better than the competing product or products, according to the rules of the contest. At all stages in the betting process, users can view data showing how people are betting on the outcome of the contest.